



**PERSATUAN KEBAJIKAN IVORY,
PULAU PINANG** (1685-06-PPG)

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FOR IMMEDIATE RELEASE

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World Children's Day Charity Fun 2014 @ Penang Times Square

MORE than 100 children turned gardeners, bakers and artists for a day at the World Children's Day Charity Fun celebration in Penang Times Square here.

Instead of clinging on to their electronic gadgets such as tablets and smartphones, the children were seen busy engaging themselves at the seed art, garden in a jar and cupcakes decorating workshops.

Organised by Ivorycares, a charitable arm of Ivory Properties Group Berhad, with Marrybrown Penang Times Square and Urban Playground as the coorganisers, the celebration was an atmosphere of fun and joy when laughters and giggles were also heard at the giant inflatable playground corner.

Apart from the mainstream children, Ivorycares also invited some 50 less fortunate children from SK Tan Sri P. Ramlee, Seri Cahaya Welfare Centre and Salvation Army Penang to join in the fun.

Ivory Properties Group Berhad corporate communications manager Ann Tan, who is also Ivorycares vice president I, said admission fees of RM15 each for the less fortunate children were sponsored by caring Ivorians when the volunteers went around on a donation drive in the office.

"We are glad to see the generosity of our staff members in playing their little role to the community apart from fulfilling their daily work task.

"We also hope to take this opportunity to indulge the children in physical games for more interaction as we keep them away from their electronic gadgets for a day," she said in her speech.

It was the biggest birthday celebration of sort for the children when Chip Munk, the mascot for Marrybrown, appeared on stage with a giant cake to mark the opening of the celebration.

Participants laughed their lungs out upon seeing the hilarious situation during the games session.

The highlight of the event was the singing performances by international artistes from Worldwide Platinum Records.

The atmosphere reached a crescendo when Crush Crew Project's Satrina serenaded the children with '*Let It Go*', the catchy song featured in Disney's animated film *Frozen*.



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Some of the children were seen singing along with her and happily clapping their hands. Another two artistes, Mickey and Inrianna also wowed the crowd with one popular track each – ‘Where’s The Love’ and ‘Someone Like You’.

Organising chairman Arwen Noew, who is Ivorycares vice president II, said unlike the practice in previous years, they did not invite the children to put up any stage performances this time.

“We want them to really enjoy and have fun. After all, it is their day and they should get a ‘day-off’,” she said of the event that has taken place for the third consecutive year.

A total of 15 lucky draw prizes comprising hotel food and beverage vouchers and shopping vouchers were also given away to lucky participants.

Also present during the event were Penang Times Square general manager C C Yeap and Parkroyal Penang Resort sales manager Dorothy Toh.

Sponsors for the event are Parkroyal Penang Resort, Penang Times Square, Holiday Inn Resort Penang, G Hotel, Cititel Penang, Coffee Tree & Chocolate Penang, Permanis Sdn. Bhd., Fourseason Trading (Borneo) Sdn. Bhd., Snack Boss Sdn. Bhd., Thien Cheong Sdn. Bhd., Viki Marketing, Gadget Zone Sdn Bhd and Asia File Corporation Berhad.

Ends

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